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**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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<b>Office Action Summary</b>	<b>Application No.</b> 09/881,353	<b>Applicant(s)</b> MOHIT ET AL.	
	<b>Examiner</b> PAUL R. FISHER	<b>Art Unit</b> 3689	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 08 February 2010.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-15, 18-59 and 64-67 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-15, 18-59 and 64-67 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 12 June 2001 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |   |   |
|---|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892)                    | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)         | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____   | 6) <input type="checkbox"/> Other: _____                          |

### **DETAILED ACTION**

1. Amendment received on February 8, 2010, has been acknowledged. Claims 16-17 have been canceled. Claims 60-63 have been withdrawn. Claims 1-15, 18-59 and 64-67 are currently pending and have been considered below.

### ***Claim Rejections - 35 USC § 112***

2. The following is a quotation of the first paragraph of 35 U.S.C. 112:

The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same and shall set forth the best mode contemplated by the inventor of carrying out his invention.

3. Claims 1-15, 18-59, and 64-65 and 67 are rejected under 35 U.S.C. 112, first paragraph, as based on a disclosure which is not enabling. Specifically the new limitations added to the claims through the supplemental amendment filed on February 8, 2010, which is in Claim 1, "wherein the central computer system is not the computer system providing the content document to the client computer system," in Claim 20, "the source of the web page is a content provider computer system other than the first and second computer systems," Claim 22, "wherein the web page information corresponds to a web page from a source other than the client and central computer systems", in Claim 27, "wherein the central computer system did not provide the electronic document received on the first computer system", Claim 33, "wherein the content provider is a computer system other than the first and second computer systems", Claim 45, "wherein the source of the electronic content document is other than the consumer and

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central computer systems," Claims 48-49, "other than the central computer system", Claim 54, "the remote computer system being other than the source of the web document," Claim 64-65 and 67, "which is other than the client and central computer systems", critical or essential to the practice of the invention, but not included in the claim(s) is not enabled by the disclosure. See *In re Mayhew*, 527 F.2d 1229, 188 USPQ 356 (CCPA 1976). The support for these negative limitations can not be found in the applicant's originally filed disclosure the applicant has pointed the Examiner to previous claims 16 and 17, however these previous claims stated where the events would occur not where they would not occur. That is to say the claims have support for showing where the steps can take place but they do not have support to show where the steps should not take place. Further the applicant has pointed to no specific point in the specification that would show support for these limitations. The Examiner asserts that the applicant has included limitations that one skill in the art would have not known to be included in the originally filed application thus it is new matter. For example the applicant has stated on page 35 of the original specification that "Typically, the document would be retrieved from the content server 4 that served the document 10.4 to a user. Alternatively, it may be retrieved from the CCS or another site that stores the same document. In addition, the CCS may store known pages 10.6 so that it does not need to retrieve pages from content server 4 or another remote system." CCS is disclose in the specification to be a Central Computer System, thus one of skill would have recognized that the document could have come from the Central Computer

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System and thus would have not know to exclude it. Therefore these limitations are considered to be new matter.

4. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

5. Claims 1-21, 27-44, 54-59 and 64-65 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

6. Claim 1 recites the limitation "the computer system providing the content document to the client computer system" in line 16 of claim 1. There is insufficient antecedent basis for this limitation in the claim. There has been no step of providing claimed prior to this limitation, thus it is unclear as to what computer system if any provided the content.

7. Claims 2-15, and 18-19 depend from claim 1 and therefore are rejected upon the same rationale.

### ***Claim Rejections - 35 USC § 102***

8. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(a) the invention was known or used by others in this country, or patented or described in a printed publication in this or a foreign country, before the invention thereof by the applicant for a patent.

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9. **Claims 1-3, 5-11, 13, 15, 18, 20-23, 25-31, 33-40, 42, 44-55, 57, 59 and 64-67**

**are rejected under 35 U.S.C. 102(a) as being anticipated by Price Watch:**

**www.pricewatch.com (April 16 1997 through May 10, 2000) hereafter Price Watch.**

**As per claim 1**, Price Watch discloses a computer-implemented method for generating annotation instructions in a system comprising a content provider computer system, a central computer system, and a client computer system (Pages 1-3; disclose that the method includes a content provider or retailer, the central computer system which is price watch and a client computer system which is the customer or user interacting with the price watch website), the method comprising:

in an electronic content document (website) retrievable from the content provider computer system storing content documents, embedding programming language code executable by the client computer to invoke the central computer system to recognize key elements based on key elements contained in a key-element list (Pages 4-12; disclose various embedded elements which can be executed by the client or user to invoke the central computer system to recognize these key elements or search terms based on the list, Pages 15-25; disclose that the site can perform a query or search for the user based on the key elements or embedded code and that this information links to a retailers website two of these retailers are shown first Accubyte on page 18 which is listed on page 15 as the first dealer, when the user selects the dealer from the embedded code the dealers information pops up as a side bar offering the user additional information including the dealers website as an additional link this can also be seen for the 3<sup>rd</sup> dealer Advanced PCBoost whose website is shown on page 23, Page

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1; discloses that the data is fed directly to the central computer system or price watch from the resellers or retailers which are the content service providers, from these pages it is shown that in an electronic document in this case a webpage information from the content service providers is presented to the user through the central computer system through the use of embedded code and key words or key element list which allow the user to effectively search the database for their desired items);

on the central computer system, recognizing key elements in the document based on the key elements in the key-element list (Page 15; discloses a Query for Motherboards with cpu AMD Athlon 700, which was selected from the list shown on page 12 which shows the list of choices of motherboards available to search, from this it is shown that the key elements are recognized by the Price watch system based on the key element list); and

on the central computer system, generating annotation instructions for the client computer system to create one or more annotations for one or more key elements in the content document and sending the instructions to the client computer system; and sending the annotation instructions from the central computer system to the client computer system, and wherein the central computer system is not the computer system providing the content document to the client computer system (Pages 15-17; disclose that upon selecting the embedded code for the key element desired the user is brought to a query page where the system searches the database for all of the items related to that query thus creating or generating annotation instructions for the client or user computer where there are numerous annotations created for everything fitting the query

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description, the site shows all products fitting the description they price, cost to ship date and dealer, the dealer information is further annotated to include another embedded link to additional dealer information if the customer or user wishes to see this information which is shown to the left in the column. All of this information and instruction is sent to the user through their web browser to allow them to view the website and access the information. The fact that the central computer system is not the computer system providing the content document to the client computer system is not a positive limitation and the act of providing the content document was never positively recited in the claims, thus this limitation does not add to the claims).

**As per claim 2**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the code embedded into the content document is embedded by a computer system under the control of the party controlling the content provider computer system (Page 1; discloses that the information can be obtained from the content provider computer system or retailer since the data can be directly fed to the central computer system from the resellers or the content providers).

**As per claim 3**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the code embedded into the content document is embedded by a computer system under the control of the party controlling the central computer system (Page 1; discloses that the information can be obtained from the central computer system or price watch since they can obtain the data themselves directly from the websites).



**As per claim 5**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the annotation for a key element is associated with data ("key element data") that is suitable for forming a query for use by a search engine to locate information related to the key element (Page 15; discloses a Query for Motherboards with cpu AMD Athlon 700, which was selected from the list shown on page 12 which shows the list of choices of motherboards available to search, from this it is shown that the key elements are recognized by the system based on the key element list and that the "key element data" is suitable for forming a query).

**As per claim 6**, Price Watch discloses the above-enclosed invention, Price Watch further discloses further comprising using the key element data to query a database of a computer system remote from the client system, the key element data being sent to the remote computer by the client computer system, following a user's selection of the annotation (Page 15; discloses a Query for Motherboards with cpu AMD Athlon 700, which was selected from the list shown on page 12 which shows the list of choices of motherboards available to search, from this it is shown that the key elements are recognized by the system based on the key element list and that the "key element data" is suitable for forming a query the user sends the query to the price watch computer which is remote from the user's computer the key element in this case the AMD Athlon 700 which is a search phrase is sent to the price watch computer and a query is generated based on this information the query is then displayed to the user through their web browser).

**As per claim 7**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the search is adapted to find information about products relating to the key elements associated with the annotation (Page 15; discloses the search performed by the price watch computer after the user selects the key element data, motherboards with cpu AMD Athlon 700, the user is then presented information about each product related to those key elements the which is any product that is a motherboard with cpu AMD Athlon 700, in this case it displays Brand, Product, description, price, shipping and handling, Date, Dealer, State, and Part # all of this information is found since it is relating to the search performed using the key elements which are associated with this annotated information).

**As per claim 8**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein product-related information responsive to the query is returned to the user selecting the annotation (Page 15; discloses a Query for Motherboards with cpu AMD Athlon 700, which was selected from the list shown on page 12 which shows the list of choices of motherboards available to search, from this it is shown that the key elements are recognized by the system based on the key element list and that the "key element data" is suitable for forming a query the user sends the query to the price watch computer which is remote from the user's computer the key element in this case the AMD Athlon 700 which is a search phrase is sent to the price watch computer and a query is generated based on this information the query is then displayed to the user through their web browser).

**As per claim 9**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the product-related information is in the nature of at least one of (i) comparative product information and (ii) products listed by the production (Page 15; discloses that the information that is presented to the user is comparative product information since it displays the various prices for the product from different vendors).

**As per claim 10**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the information is provided in a target document that includes means for a user to electronically retrieve additional information about a listed product (Pages 15-37; discloses various searches and information displayed from those different queries. Page 15 specifically shows the search query for Motherboards with cpu AMD Athlon 700 and the first dealer listed is Accubyte, which is an embedded link to more information about that dealer in relation to the product search, this information is displayed to the user through the side bar which provides the user with an additional embedded link to the dealer website which is shown on page 18, this dealer website can provide the customer with additional information about the listed product. Page 35; discloses a search for Software- Business Office 2000 like the other search it provides additional information regarding this product search such as Brand which is an embedded link to the manufacturers website which when clicked displays additional information about that manufacturer which includes the company website which can be used to display additional information).

**As per claim 11**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the target document is associated with means for making an online purchase of a listed product (Pages 15-37; discloses various searches and information displayed from those different queries. Page 15 specifically shows the search query for Motherboards with cpu AMD Athlon 700 and the first dealer listed is Accubyte, which is an embedded link to more information about that dealer in relation to the product search, this information is displayed to the user through the side bar which provides the user with an additional embedded link to the dealer website which is shown on page 18, this dealer website can provide the customer with additional information about the listed product. This dealer's website is where the customer can purchase the product).

**As per claim 13**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein following a user's selection of an annotation key element data is sent to a remote computer system, the remote computer system uses the data to dynamically generate data comprising a data object for sending to the client computer system (Page 15; discloses a Query for Motherboards with cpu AMD Athlon 700, which was selected from the list shown on page 12 which shows the list of choices of motherboards available to search, from this it is shown that the key elements are recognized by the system based on the key element list and that the "key element data" is suitable for forming a query the user sends the query to the price watch computer which is remote from the user's computer the key element in this case the AMD Athlon 700 which is a search phrase is sent to the price watch computer and a query is

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generated based on this information the query is then displayed to the user through their web browser. Page 2; discloses that the information is updated regularly so the search is dynamic since the prices are variable as can be seen on page 15 which states "Red Prices = Price changed (during last 24 hours)" from this it is shown that when the user submits their query the information is dynamically generated).

**As per claim 15**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the data object comprises computer code executable by the client computer system (Page 15; discloses the search result presented to the client computer system which includes data object such as Brand link or Dealer link which are both computer code or hyperlinks which are executable by the client computer system).

**As per claim 18**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the annotation instructions direct the creation of a hyperlink in association with a key element (Page 15; discloses that the instructions include the creation of a hyperlink associated with the key element in this case it creates many one for the brand and one for the dealer which can be used to access additional information regarding the product including the dealer website or the manufacturers website).

**As per claim 20**, Price Watch discloses a computer-implemented method for sending annotation instructions in a system comprising at least two computer systems (Pages 1-3; disclose that the method includes a content provider or retailer, the central computer system which is price watch and a client computer system which is the

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customer or user interacting with the price watch website, from this it is shown there are at least two computers the central computer system which is price watch and the client computer system which is the computer the customer or user is using to view the web page), the method comprising:

on a first computer system, receiving over a packet-switched network (the Internet) a web page, the web page corresponding to a web page presented to the user of a second computer system (Page 10; discloses a web page which is received by the user from the central computer system which is price watch);

on the first computer system, recognizing in the web page one or more predetermined key elements based on a key-element list, the key element list comprising one or more words relating to one or more products (Page 10; discloses the user is presented with various key-elements based on a key-element list which the user is able to select to search for products an example of this is Motherboards under CPU. Page 15; discloses a Query for Motherboards with cpu AMD Athlon 700, which was selected from the list shown on page 12 which shows the list of choices of motherboards available to search, from this it is shown that the key elements are recognized by the Price watch system based on the key element list); and

the first computer system sending annotation instructions from the first computer system to the second computer system for use in creating annotations on the web page presented on the second computer (Page 12; discloses if the user selects motherboards they are sent to a second page where they can select a more specific search in this case motherboards with CPU AMD Athlon 700. Page 15 discloses the search result for

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the above mentioned search query where the user is presented with the annotation instructions to create the web page which is presented to the user).

Wherein the first computer system receives the web page when it is being presented to the user of the second computer system and the source of the web page is a content provider computer system other than the first and second computer systems (Pages 15-25; disclose that the site can perform a query or search for the user based on the key elements or embedded code and that this information links to a retailers website two of these retailers are shown first Accubyte on page 18 which is listed on page 15 as the first dealer, when the user selects the dealer from the embedded code the dealers information pops up as a side bar offering the user additional information including the dealers website as an additional link this can also be seen for the 3<sup>rd</sup> dealer Advanced PCBoost whose website is shown on page 23, Page 1; discloses that the data is fed directly to the central computer system or price watch from the resellers or retailers which are the content service providers, from these pages it is shown that in an electronic document in this case a webpage information from the content service providers is presented to the user through the central computer system through the use of embedded code and key words or key element list which allow the user to effectively search the database for their desired items, thus the content is gathered from a source other than the first and second computers)

**As per claim 21**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein each key element has a corresponding identifier that corresponds to a URL, and the annotation for a key element includes key element data

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for forming a search query, the data being transmittable to a computer system with a search engine upon user selection of an annotated key element (Page 12; discloses that each key element is an embedded hyperlink to a URL. Page 15; discloses that the annotation for a key element includes key element data for forming a search query which can be seen on page 15 at the top where the query is Motherboards with cpu AMD Athlon 700 the data is sent from price watch to the user through the search engine upon the user selecting the annotated key element in this case the embedded link on page 12).

**As per claim 22**, Price Watch discloses a computer-implemented method comprising:

receiving on a central computer system web page information about a web page being rendered on a client computer system (Pages 15-25; disclose that the site can perform a query or search for the user based on the key elements or embedded code and that this information links to a retailers website two of these retailers are shown first Accubyte on page 18 which is listed on page 15 as the first dealer, when the user selects the dealer from the embedded code the dealers information pops up as a side bar offering the user additional information including the dealers website as an additional link this can also be seen for the 3<sup>rd</sup> dealer Advanced PCBoost whose website is shown on page 23, Page 1; discloses that the data is fed directly to the central computer system or price watch from the resellers or retailers which are the content service providers, from these pages it is shown that in an electronic document in this case a webpage information from the content service providers is presented to



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the user through the central computer system through the use of embedded code and key words or key element list which allow the user to effectively search the database for their desired items, from this it is shown that the central server receives information from content providers about their web pages); and

in response to the web page information, the central computer system determining and sending a key list to the client computer system, the client computer having executable code for performing one or both of annotation and recognition of key elements on the key list, the key list comprising a set of key elements and corresponding identifiers (Page 12; discloses that the user or client has executable code or embedded hyper links sent from the remote central computer system, price watch, this embedded hyper link code allows the user to select and an item to search this selection is recognized by the system so the system can create a search or query for this information); and the key list being adapted for the client computer to use in performing on an electronic document presented to a user of the computer system from a content provider computer system one or more of (i) recognizing key elements and (ii) annotating key elements (Page 15; discloses that the key elements are recognized and search through a query shown at the top of page 15 Motherboards with cpu AMD Athlon 700, after recognizing the key element the user is presented with an annotated list of information which is related to the search); and

wherein the web page information corresponds to a web page from a source other than the client and central computer systems (Pages 15-25; disclose that the site can perform a query or search for the user based on the key elements or embedded

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code and that this information links to a retailers website two of these retailers are shown first Accubyte on page 18 which is listed on page 15 as the first dealer, when the user selects the dealer from the embedded code the dealers information pops up as a side bar offering the user additional information including the dealers website as an additional link this can also be seen for the 3<sup>rd</sup> dealer Advanced PCBoost whose website is shown on page 23, Page 1; discloses that the data is fed directly to the central computer system or price watch from the resellers or retailers which are the content service providers, from these pages it is shown that in an electronic document in this case a webpage information from the content service providers is presented to the user through the central computer system through the use of embedded code and key words or key element list which allow the user to effectively search the database for their desired items, thus the content is gathered from a source other than the client and central computers).

**As per claim 23**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the code includes means for key elements to be associated with a hyperlink to information related to a key element on the electronic document (Page 12, discloses the key elements are associated with hyperlinks to perform the query search for information related to those key elements on the electronic document in this case a website).

**As per claim 25**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the electronic document is a web page sent over a

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packet-switched network (Pages 12 and 15; discloses that the electronic document is a web page or website which is sent over a packet-switched network the Internet).

**As per claim 26**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the client computer system has code for performing both annotation and recognition of a web page received from a content provider (Pages 12 and 15; disclose that the user is presented with a website or web page in which they are presented with key elements to search each of these key elements is associated with a hyperlink which allows the system to recognize which key elements they want to search and display them a web page annotated with information related to those key elements from this it is shown that the client or user computer system has the code or embedded hyperlinks for performing both annotation of the information and the recognition of a web page).

**As per claim 27**, Price Watch discloses a computer-implemented method performed using a system comprising at least a content provider computer system and a consumer computer system (Pages 1-3; disclose that the method includes a content provider or retailer, the central computer system which is price watch and a client computer system which is the customer or user interacting with the price watch website), the method comprising:

on the consumer computer system, receiving an electronic document with at least one predetermined key element (Page 18; discloses the user is presented with the retailers website which is a predetermined key element presented to the user on page

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15 in relation to a query search performed on the central computer system or price watch);

from a central computer system, knowing the identity of the electronic document received on the consumer computer system, sending instructions to the consumer computer system for presenting to the user of the consumer computer system one or more hyperlinks related to a key element on the electronic document so the user may retrieve data or information related to the key element, the key element being contained in a key-element list, wherein the central computer system did not provide the electronic document received on the first computer system (Page 15; discloses that the user is presented a website with search results the results containing key element lists of dealers and brands upon the central computer system or price watch knowing the identity of the dealer the user wants information on the user is presented with a hyperlink for that dealer which brings up additional information on the dealer including but not limited to the dealer website which is the electronic document the user is presented with, in this case the central computer system did not provide the electronic document but rather only provided additional information on that document).

**As per claim 28**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the instructions to the first computer system are usable by that system to annotate the electronic document with data corresponding to an identifier for a key element (Page 12; discloses that the user can select key elements and a search is performed the search results are annotated with information corresponding to the identifier for a key element which include dealer name in this case

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Accubyte which when selected adds additional information which appears in the side bar of the website this information includes the dealer website. Page 1; discloses that all this information can be supplied to the central computer system or price watch through the dealers directly).

**As per claim 29**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the electronic document includes code executable by the second computer system to generate annotation instructions that are sent to the first computer system for use in generating the hyperlink (Page 1; discloses that all the information on the price watch system can be supplied to the central computer system or price watch through the dealers directly. Pages 10-12 and 15; discloses websites that are sent to the first computer page 10 shows a set of selections which allow the user to see another website where additional hyperlinks are generated and displayed).

**As per claim 30**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the electronic document is a web page, and prior to being received by the first computer system, a code executable by the first computer system embedded in the web page, the code being capable of invoking the second computer to generate annotation instructions for the first computer system (Pages 12 and 15; disclose a web page or website, in which the user is presented with a list of embedded hyperlinks which invoke the second computer to generate annotation instructions for the first computer in the form the search results shown on page 15).

**As per claim 31**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the code is executable by the second computer to

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retrieve a web page corresponding to the one received on the first computer system, the second computer recognizing predetermined key elements on the web page and sending annotation instructions to the first computer system for annotation of the web page on the first computer system (Pages 12 and 15; disclose a web page or website, in which the user is presented with a list of embedded hyperlinks which invoke the second computer to generate annotation instructions for the first computer in the form the search results shown on page 15).

**As per claim 33**, Price Watch discloses a computer-implemented method in a system comprising at least two computer systems (Pages 1-3; disclose that the method includes a content provider or retailer, the central computer system which is price watch and a client computer system which is the customer or user interacting with the price watch website), the method comprising:

from a first computer system, sending a second computer system a set of predetermined key elements and corresponding identifiers for use in creating annotations for key elements on an electronic document, the annotations are being made in addition to those native to the electronic document, as renderably received by the first computer system (Pages 12 and 15; disclose that the user is presented with a website or web page in which they have a list of key elements which are used to create annotations as shown on page 15, these annotations are made in addition to the original data such as the key element all of this is displayed to the user);

receiving from the second computer system data associated with an annotation for a key element ("key element data") following selection of an annotation by a user of

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the second computer system, wherein the annotation was created by the second computer system using the key elements and corresponding identifiers provided by the first computer system (Page 15; discloses the search query for the key element data selected by the user the system receives the information from the second computer is used to create the search query);

the first or second computer system retrieving or generating data or information responsive to the key element data received from the second computer system (Page 15; discloses that the system displays a search query result based on the information gathered or retrieved from the second computer);

sending from the first or second computer system the data the information to a computer system or output device associated with the user selecting the annotation (Page 15; discloses that the search results are displayed to the user through the web page); and

wherein the first computer includes recognition and annotation modules and the key element data is based on selection of an annotation and is sent following the first computer system's operation of recognition/annotation modules to identify and annotate key elements in the document that were not previously annotated by a content provider providing the document (Page 1; discloses that dealers or retails provide the information to the central computer system or price watch and that this information is used to create the database search results. Page 12; discloses a list of key elements the user or client can use to conduct a search. Page 15; disclose that the system recognizes the information and conducts a database search based on this information, the system then

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supplies the users with annotated information that includes the product of question and the available information on that product such as dealer information price and date that price was known); and

wherein the content provider is a computer system other than the first and second computer systems (Pages 15-25; disclose that the site can perform a query or search for the user based on the key elements or embedded code and that this information links to a retailers website two of these retailers are shown first Accubyte on page 18 which is listed on page 15 as the first dealer, when the user selects the dealer from the embedded code the dealers information pops up as a side bar offering the user additional information including the dealers website as an additional link this can also be seen for the 3<sup>rd</sup> dealer Advanced PCBoost whose website is shown on page 23, Page 1; discloses that the data is fed directly to the central computer system or price watch from the resellers or retailers which are the content service providers, from these pages it is shown that in an electronic document in this case a webpage information from the content service providers is presented to the user through the central computer system through the use of embedded code and key words or key element list which allow the user to effectively search the database for their desired items, thus the content is gathered from a source other than the client and central computers).

**As per claim 34,** Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the key element data is suitable for forming a query for use by a search engine to locate information related to the key element, the key element data being transferred over a packet-switched network to another computer



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system (Page 15; discloses a Query for Motherboards with cpu AMD Athlon 700, which was selected from the list shown on page 12 which shows the list of choices of motherboards available to search, from this it is shown that the key elements are recognized by the system based on the key element list and that the "key element data" is suitable for forming a query, since the query is provided to the user over the Internet it is transferred over a packet-switched network from one computer to another).

**As per claim 35**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the information relates to products relating to the key element (Page 15; discloses the search performed by the price watch computer after the user selects the key element data, motherboards with cpu AMD Athlon 700, the user is then presented information about each product related to those key elements the which is any product that is a motherboard with cpu AMD Athlon 700, in this case it displays Brand, Product, description, price, shipping and handling, Date, Dealer, State, and Part # all of this information is found since it is relating to the search performed using the key elements which are associated with this annotated information).

**As per claim 36**, Price Watch discloses the above-enclosed invention, Price Watch further discloses further comprising using the key element data to formulate a query in a database coupled to the other computer system and sending product-related information generated from the query to the user selecting the annotation (Page 15; discloses that the key element data is used to formulate a query in a database coupled to the other computer system and that product-related information is generated from the

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query based on the users selection in this case the user is presented product information related to the selection of a motherboard with cpu AMD Athlon 700).

**As per claim 37**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the product-related information includes products listed by product category (Page 15; disclose that product related information includes products listed by product category in this case the product description shows that this is a SD11 - Slot A motherboard which is the product category).

**As per claim 38**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the product-related information includes comparative product information (Page 15; discloses that the product-related information includes comparative pricing information for each of the products).

**As per claim 39**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the information is provided in a target document that includes means for a user to electronically retrieve additional information about a listed product (Page 15; discloses that the user can access additional information about the product through the hyperlink provided by the brand and the dealer).

**As per claim 40**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the target document is associated with means for making an online purchase of a listed product (Pages 15-37; discloses various searches and information displayed from those different queries. Page 15 specifically shows the search query for Motherboards with cpu AMD Athlon 700 and the first dealer listed is Accubyte, which is an embedded link to more information about that dealer in relation to

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the product search, this information is displayed to the user through the side bar which provides the user with an additional embedded link to the dealer website which is shown on page 18, this dealer website can provide the customer with additional information about the listed product. This dealer's website is where the customer can purchase the product).

**As per claim 42**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the key element data is used to dynamically generate data comprising a data object for sending to the second computer system (Page 15; discloses a Query for Motherboards with cpu AMD Athlon 700, which was selected from the list shown on page 12 which shows the list of choices of motherboards available to search, from this it is shown that the key elements are recognized by the system based on the key element list and that the "key element data" is suitable for forming a query the user sends the query to the price watch computer which is remote from the user's computer the key element in this case the AMD Athlon 700 which is a search phrase is sent to the price watch computer and a query is generated based on this information the query is then displayed to the user through their web browser. Page 2; discloses that the information is updated regularly so the search is dynamic since the prices are variable as can be seen on page 15 which states "Red Prices = Price changed (during last 24 hours)" from this it is shown that when the user submits their query the information is dynamically generated).

**As per claim 44**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the data object comprises computer code executable

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by the second computer system (Page 15; discloses the search result presented to the client computer system which includes data object such as Brand link or Dealer link which are both computer code or hyperlinks which are executable by the client computer system).

**As per claim 45**, Price Watch discloses a computer-implemented method for use on a system of networked computers (Pages 1-3; disclose that the method includes a content provider or retailer, the central computer system which is price watch and a client computer system which is the customer or user interacting with the price watch website), the method comprising:

from a first central computer system, transmitting to a consumer computer system a consumer code executable on the consumer computer system for (i) the consumer computer system to recognize predetermined key elements on an electronic document and (ii) the consumer computer system to annotate the key elements by associating recognized key elements with a URL for a second computer system, the address being determinable from a key list comprising a set of key elements and corresponding identifiers (Page 12; discloses sending a user computer a list of key elements that can be search by the central computer system this information is displayed to the user through an electronic document such as a website in which the key element data is embedded code displayed to the user through hyperlinks. These hyperlinks refer to URLs in which the system will use to determine what key elements have been selected and present the user annotated information regarding their selection);

in response to a request from the consumer computer system, a central computer system sending a set of predetermined key elements and corresponding identifiers for use in creating annotations for key elements on an electronic document on the consumer computer system, the annotations are being made in addition to those native to the electronic document, as renderably received by the first computer system, and wherein the source of the electronic content document is other than the consumer and central computer systems (Page 15; discloses a Query for Motherboards with cpu AMD Athlon 700, which was selected from the list shown on page 12 which shows the list of choices of motherboards available to search, from this it is shown that the key elements are recognized by the system based on the key element list and that the "key element data" is suitable for forming a query the user sends the query to the price watch computer which is remote from the user's computer the key element in this case the AMD Athlon 700 which is a search phrase is sent to the price watch computer and a query is generated based on this information the query is then displayed to the user through their web browser. Page 2; discloses that the information is updated regularly so the search is dynamic since the prices are variable as can be seen on page 15 which states "Red Prices = Price changed (during last 24 hours)" from this it is shown that when the user submits their query the information is dynamically generated. Pages 15-25; disclose that the site can perform a query or search for the user based on the key elements or embedded code and that this information links to a retailers website two of these retailers are shown first Accubyte on page 18 which is listed on page 15 as the first dealer, when the user selects the dealer from the embedded code the dealers

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information pops up as a side bar offering the user additional information including the dealers website as an additional link this can also be seen for the 3<sup>rd</sup> dealer Advanced PCBoost whose website is shown on page 23, Page 1; discloses that the data is fed directly to the central computer system or price watch from the resellers or retailers which are the content service providers, from these pages it is shown that in an electronic document in this case a webpage information from the content service providers is presented to the user through the central computer system through the use of embedded code and key words or key element list which allow the user to effectively search the database for their desired items, thus the content is gathered from a source other than the consumer and central computers).

**As per claim 46**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the code is executable to recognize and annotate key elements on a web page received from a content provider computer system (Page 1; discloses that the information can be gathered by the price watch staff from the dealer's or retailer's websites or from the dealers directly. Pages 12 and 15; disclose that the code selected on page 12 can produce the query on page 15 all of this information is displayed through the use of web pages and as discussed above the information is provided by the content provider computer system or the dealer website).

**As per claim 47**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein one or more key elements comprise one or more words (Page 12; discloses that the key elements that are searchable by the system are made

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up of one or more words for example motherboards with cpu AMD Athlon 700 is a phrase that is searched on page 15 and this comprises one or more words).

**As per claim 48**, Price Watch discloses a computer code stored in memory on a central computer system and executable thereon (Pages 1 and 2; disclose that price watch runs the website pricewatch.com in which they store and execute the code for the search engine, data entry, spider and updating information), the code being invocable on the central computer system by a client computer system to generate annotation instructions for the client computer system to associate annotations with key elements on an electronic page received by the client computer system from a content provider system other than the central computer system (Page 1; discloses that the information is acquired from retailers or dealers which are considered to be content providers and this information is gathered from the content providers web pages. Pages 12 and 15; disclose that the user receives a list of key elements that can be searched by the system and the user is able to invoke or select any one of these key elements in order to produce a search query which displays an electronic page or web page which displays content that was acquired from the content provider. Pages 15-25; disclose that the site can perform a query or search for the user based on the key elements or embedded code and that this information links to a retailers website two of these retailers are shown first Accubyte on page 18 which is listed on page 15 as the first dealer, when the user selects the dealer from the embedded code the dealers information pops up as a side bar offering the user additional information including the dealers website as an additional link this can also be seen for the 3<sup>rd</sup> dealer Advanced

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PCBoost whose website is shown on page 23, Page 1; discloses that the data is fed directly to the central computer system or price watch from the resellers or retailers which are the content service providers, from these pages it is shown that in an electronic document in this case a webpage information from the content service providers is presented to the user through the central computer system through the use of embedded code and key words or key element list which allow the user to effectively search the database for their desired items, thus the content is gathered from a source other than the consumer and central computers), the key elements being contained in a key element list, wherein the annotations are being made in addition to those native to the original document, as renderably received by the client computer system and the annotation comprises a hyperlink and an item selected from the group consisting of a script, executable code, an additional hyperlink, and formatting (Page 15; discloses that the after selecting an item from the key element list on page 12 the user is presented with a page displaying the query in this case motherboards with cpu AMD Athlon 700. This list of information includes data that is additional to the original information in that that includes motherboards fitting the description along with the brand, product, description, price, shipping and handing, date, dealer, state and product number, this information also comprises formatting, and executable code inform of hyperlinks for the dealers and the brands which will display additional information in the side bar for the customer to see).

**As per claim 49**, Price Watch discloses a computer code stored in memory on a consumer computer system and executable thereon (Pages 1 and 2; discloses that



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Price Watch runs a website which is displayed to users to help them search for product information, when accessing the site the user loads the html code on to their computer which is then stored into memory and executed thereon), the code being adapted to (i) recognize predetermined key elements on an electronic document received from a content provider computer system other than a central computer system, the predetermined key elements being contained in a set of key elements (Page 1; disclose that the information stored in the system is received from the dealers or retailers either from their websites or from them directly. Pages 10-12; discloses that the user is presented with a website in which key element data is presented to them. Pages 15-25; disclose that the site can perform a query or search for the user based on the key elements or embedded code and that this information links to a retailers website two of these retailers are shown first Accubyte on page 18 which is listed on page 15 as the first dealer, when the user selects the dealer from the embedded code the dealers information pops up as a side bar offering the user additional information including the dealers website as an additional link this can also be seen for the 3<sup>rd</sup> dealer Advanced PCBoost whose website is shown on page 23, Page 1; discloses that the data is fed directly to the central computer system or price watch from the resellers or retailers which are the content service providers, from these pages it is shown that in an electronic document in this case a webpage information from the content service providers is presented to the user through the central computer system through the use of embedded code and key words or key element list which allow the user to effectively search the database for their desired items, thus the content is gathered from a source

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other than the consumer and central computers), and (ii) create an annotation for a key element by associating recognized key elements with an identifier corresponding to the address of a computer system other than the content provider computer system (Page 15; discloses that the user can select a key element from page 12 and the system recognizing the key element creates a search query of the element and displays the annotated results to the user), the identifier being determined from the set of key elements and corresponding identifiers stored on the consumer computer system (Page 12; discloses the identifier is determined from a set of key elements in this case a list of motherboards now stored on the first computer system), and wherein, the annotation is being made in addition to those native to the original electronic document, as renderably received by the consumer computer system and the annotation comprises a hyperlink and an item selected from the group consisting of a script, executable code, an additional hyperlink, and formatting (Page 15; discloses that the after selecting an item from the key element list on page 12 the user is presented with a page displaying the query in this case motherboards with cpu AMD Athlon 700. This list of information includes data that is additional to the original information in that that includes motherboards fitting the description along with the brand, product, description, price, shipping and handling, date, dealer, state and product number, this information also comprises formatting, and executable code in form of hyperlinks for the dealers and the brands which will display additional information in the side bar for the customer to see).

**As per claim 50**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the code is adapted to recognize and annotate an

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electronic document comprising a web page received by the first computer system from a content provider over a packet switched network and the code uses a key list comprising the set of key elements and identifiers, the identifiers corresponding to one or more URLs (Pages 12 and 15; discloses that the user is presented with a list of key elements displayed to them through a web page, and that upon selecting the corresponding key element which is displayed to them through a hyperlink containing a URL the users system receives an additional web page which is shown on page 15. This web page contains the search results for the query motherboards with cpu AMD Athlon 700 the results are annotated information related to the query, which is a list of products fitting that description, this is done over a packet switched network since it is done over the Internet).

**As per claim 51**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the code is adapted to recognize and annotate the web page using a key list with at least one key element comprising one or more words (Page 12; discloses that the key elements that are searchable by the system are made up of one or more words for example motherboards with cpu AMD Athlon 700 is a phrase that is searched on page 15 and this comprises one or more words).

**As per claim 52**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the code is adapted to retrieve a key list from a remote computer system (Page 15; discloses a Query for Motherboards with cpu AMD Athlon 700, which was selected from the list shown on page 12 which shows the list of choices of motherboards available to search, from this it is shown that the key elements are

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recognized by the system based on the key element list and that the "key element data" is suitable for forming a query the user sends the query to the price watch computer which is remote from the user's computer the key element in this case the AMD Athlon 700 which is a search phrase is sent to the price watch computer and a query is generated based on this information the query is then displayed to the user through their web browser).

**As per claim 53**, Price Watch discloses a computer system comprising:

a central computer system, a client computer system and a content provider computer system (Pages 1-3; disclose that the method includes a content provider or retailer, the central computer system which is price watch and a client computer system which is the customer or user interacting with the price watch website);

means in the central or client computer system for receiving an electronic page with content from the content provider computer system storing content pages (Page 1; discloses that the content provider computer system is the website run by the dealer or retailer and that the price watch computer system acquires this data either directly from the dealer or retailer or through their website. The first computer can receive an electronic page with content from the provider by accessing the Price Watch website [pricewatch.com](http://pricewatch.com));

a key list stored on a computer system other than the content provider computer system, the key list comprising a set of key elements and corresponding identifiers that correspond to addresses for electronic information or data that are relevant to a key element (Page 12; discloses that the user is presented with a web page that contains a

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set or list of key elements which correspond to identifiers of products that can be searched in the system of Price watch which is not the content provider. These identifiers or key elements are represented by embedded hyperlinks which act as addresses for electronic information that is relevant to the key elements);

a recognizer module stored on the client or central computer system for parsing a page received from the content provider computer system and identifying on the electronic page one or more listed key elements matching to predetermined key elements in the stored key list (Pages 12 and 15; disclose that upon selecting one of the key elements the system recognize or determines which element the user wishes to display results for and creates a query which is then displayed to the user as shown on page 15);

an annotation module stored on the client or central computer system for associating identified key elements with an annotation from the key list so that a user presented the electronic page can retrieve information related to the key element by selecting the annotation (Page 15; discloses that after recognizing what the user wishes to search the system searches for information relevant to that key element and displays this annotated information to the user); and

wherein the annotation module recognizes and annotates key elements in the document that were not previously recognized and/or annotated by the content provider providing the document and the annotation comprises a hyperlink and an item selected from the group consisting of a script, executable code, an additional hyperlink, and formatting (Page 15; discloses that the after selecting an item from the key element list

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on page 12 the user is presented with a page displaying the query in this case motherboards with cpu AMD Athlon 700. This list of information includes data that is additional to the original information in that that includes motherboards fitting the description along with the brand, product, description, price, shipping and handing, date, dealer, state and product number, this information also comprises formatting, and executable code inform of hyperlinks for the dealers and the brands which will display additional information in the side bar for the customer to see).

**As per claim 54**, Price Watch discloses a web document stored in memory on a server (Page 1; discloses that the website is created by Price Watch is stored on their computer systems at pricewatch.com), the web document containing code executable by a client computer system enabling the client computer to invoke a remote computer system to generate annotation instructions that are returned to the client computer system, the remote computer system being other than the source of the web document (Pages 12 and 15; disclose that the user is able to access a web page in which they can view a list of key elements which are embedded hyperlinks that will direct the user to a URL in which a query will be performed for their desired product. Page 15 specifically discloses that upon selecting the corresponding key element the user is presented with a query for that product which has annotated search results. Pages 15-25; disclose that the site can perform a query or search for the user based on the key elements or embedded code and that this information links to a retailers website two of these retailers are shown first Accubyte on page 18 which is listed on page 15 as the first dealer, when the user selects the dealer from the embedded code the dealers

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information pops up as a side bar offering the user additional information including the dealers website as an additional link this can also be seen for the 3<sup>rd</sup> dealer Advanced PCBoost whose website is shown on page 23, Page 1; discloses that the data is fed directly to the central computer system or price watch from the resellers or retailers which are the content service providers, from these pages it is shown that in an electronic document in this case a webpage information from the content service providers is presented to the user through the central computer system through the use of embedded code and key words or key element list which allow the user to effectively search the database for their desired items, thus the content is gathered from a source other than the consumer and central computers), each annotation instruction corresponding to a key element contained in a key element list (Pages 12 and 15; disclose that the search result is for the key element motherboards with cpu AMD Athlon 700), the annotation instructions being used by the client computer system to create an annotation for a predetermined key element on the web document, and wherein the annotations are being made in addition to those native to the original document, as renderably received by the first computer system; and wherein the client computer system recognizes and annotates key elements in the document that were not previously recognized and/or annotated by the content provider providing the document (Page 15; discloses that the after selecting an item from the key element list on page 12 the user is presented with a page displaying the query in this case motherboards with cpu AMD Athlon 700. This list of information includes data that is additional to the original information in that that includes motherboards fitting the description along with

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the brand, product, description, price, shipping and handing, date, dealer, state and product number, this information also comprises formatting, and executable code inform of hyperlinks for the dealers and the brands which will display additional information in the side bar for the customer to see).

**As per claim 55**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the key element comprises one or more words (Page 12; discloses that the key elements that are searchable by the system are made up of one or more words for example motherboards with cpu AMD Athlon 700 is a phrase that is searched on page 15 and this comprises one or more words).

**As per claim 57**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the server is controlled by a party other then the party that is the source of the web document (Pages 1 and 2; disclose that the website is controlled by Price Watch and the information source is gathered from the dealers or retailers and their corresponding web pages).

**As per claim 59**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the executable code comprises instructions directing the client computer system to access a URL for the remote computer system (Page 15; discloses a Query for Motherboards with cpu AMD Athlon 700, which was selected from the list shown on page 12 which shows the list of choices of motherboards available to search, from this it is shown that the key elements are recognized by the system based on the key element list which are embedded hyperlinks correspond to URLs and that the "key element data" is suitable for forming a query the user sends the query to the



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price watch computer which is remote from the user's computer the key element in this case the AMD Athlon 700 which is a search phrase is sent to the price watch computer and a query is generated based on this information the query is then displayed to the user through their web browser).

**As per claim 64**, Price Watch discloses a computer-implemented method for generating annotation instructions in a system comprising a content provider computer system, a central computer system, and a client computer system (Pages 1-3; disclose that the method includes a content provider or retailer, the central computer system which is price watch and a client computer system which is the customer or user interacting with the price watch website), the method comprising:

in an electronic content document (web site) retrievable from a content provider computer system, which is other than the client and central computer systems, storing content documents, embedding code executable by a client computer to invoke the central computer system to recognize key elements based on key elements contained in a key-element list (Pages 4-12; disclose various embedded elements which can be executed by the client or user to invoke the central computer system to recognize these key elements or search terms based on the list, Pages 15-25; disclose that the site can perform a query or search for the user based on the key elements or embedded code and that this information links to a retailers website two of these retailers are shown first Accubyte on page 18 which is listed on page 15 as the first dealer, when the user selects the dealer from the embedded code the dealers information pops up as a side bar offering the user additional information including the dealers website as an

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additional link this can also be seen for the 3<sup>rd</sup> dealer Advanced PCBoost whose website is shown on page 23, Page 1; discloses that the data is fed directly to the central computer system or price watch from the resellers or retailers which are the content service providers, from these pages it is shown that in an electronic document in this case a webpage information from the content service providers is presented to the user through the central computer system through the use of embedded code and key words or key element list which allow the user to effectively search the database for their desired items. Pages 15-25; disclose that the site can perform a query or search for the user based on the key elements or embedded code and that this information links to a retailers website two of these retailers are shown first Accubyte on page 18 which is listed on page 15 as the first dealer, when the user selects the dealer from the embedded code the dealers information pops up as a side bar offering the user additional information including the dealers website as an additional link this can also be seen for the 3<sup>rd</sup> dealer Advanced PCBoost whose website is shown on page 23, Page 1; discloses that the data is fed directly to the central computer system or price watch from the resellers or retailers which are the content service providers, from these pages it is shown that in an electronic document in this case a webpage information from the content service providers is presented to the user through the central computer system through the use of embedded code and key words or key element list which allow the user to effectively search the database for their desired items, thus the content is gathered from a source other than the consumer and central computers);

on the client or central computer system, recognizing key elements in the document based on the key elements in the key-element list (Page 15; discloses a Query for Motherboards with cpu AMD Athlon 700, which was selected from the list shown on page 12 which shows the list of choices of motherboards available to search, from this it is shown that the key elements are recognized by the Price watch system based on the key element list);

on the client or central computer system, generating annotation instructions for the client computer system to create one or more annotations for one or more key elements in the content document and sending the instructions to the client computer system (Pages 15-17; disclose that upon selecting the embedded code for the key element desired the user is brought to a query page where the system searches the database for all of the items related to that query thus creating or generating annotation instructions for the client or user computer where there are numerous annotations created for everything fitting the query description, the site shows all products fitting the description they price, cost to ship date and dealer, the dealer information is further annotated to include another embedded link to additional dealer information if the customer or user wishes to see this information which is shown to the left in the column. All of this information and instruction is sent to the user through their web browser to allow them to view the website and access the information); and

wherein the client or central computer system recognizes key elements in the document that were not previously recognized and/or annotated by the content provider providing the document to the client computer system (Page 15; discloses that the after

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selecting an item from the key element list on page 12 the user is presented with a page displaying the query in this case motherboards with cpu AMD Athlon 700. This list of information includes data that is additional to the original information or data that was not recognized in that that includes motherboards fitting the description along with the brand, product, description, price, shipping and handing, date, dealer, state and product number, this information also comprises formatting, and executable code inform of hyperlinks for the dealers and the brands which will display additional information in the side bar for the customer to see. Additionally the central computer system provides all available dealers and retails which the content providers themselves would not provide).

**As per claim 65**, Price Watch discloses a computer-implemented method in a system comprising at least a content provider computer system, a central computer system, and a consumer computer system (Pages 1-3; disclose that the method includes a content provider or retailer, the central computer system which is price watch and a client computer system which is the customer or user interacting with the price watch website), the method comprising:

on the consumer computer system, receiving an electronic document from the content provider computer system, which is other than the central computer system, with at least one predetermined key element (Page 18; discloses the user is presented with the retailers website which is a predetermined key element presented to the user on page 15 in relation to a query search performed on the central computer system or price watch. Pages 15-25; disclose that the site can perform a query or search for the user based on the key elements or embedded code and that this information links to a

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retailers website two of these retailers are shown first Accubyte on page 18 which is listed on page 15 as the first dealer, when the user selects the dealer from the embedded code the dealers information pops up as a side bar offering the user additional information including the dealers website as an additional link this can also be seen for the 3<sup>rd</sup> dealer Advanced PCBoost whose website is shown on page 23, Page 1; discloses that the data is fed directly to the central computer system or price watch from the resellers or retailers which are the content service providers, from these pages it is shown that in an electronic document in this case a webpage information from the content service providers is presented to the user through the central computer system through the use of embedded code and key words or key element list which allow the user to effectively search the database for their desired items, thus the content is gathered from a source other than the consumer and central computers);

invoking a central computer system in response to receiving data about, the identity of the electronic document received on the consumer computer system, to generate instructions for the consumer computer system to presenting to the user of the consumer computer system one or more hyperlinks related to a key element on the electronic document so the user may retrieve data or information related to the key element, the key element being contained in a key-element list, wherein the central computer system did not provide the electronic document received on the consumer computer system (Page 15; discloses that the user is presented a website with search results the results containing key element lists of dealers and brands upon the central computer system or price watch knowing the identity of the dealer the user wants

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information on the user is presented with a hyperlink for that dealer which brings up additional information on the dealer including but not limited to the dealer website which is the electronic document the user is presented with, in this case the central computer system did not provide the electronic document but rather only provided additional information on that document); and

the central computer system sending the instructions to the consumer computer system (Pages 15-17; disclose that upon selecting the embedded code for the key element desired the user is brought to a query page where the system searches the database for all of the items related to that query thus creating or generating annotation instructions for the client or user computer where there are numerous annotations created for everything fitting the query description, the site shows all products fitting the description they price, cost to ship date and dealer, the dealer information is further annotated to include another embedded link to additional dealer information if the customer or user wishes to see this information which is shown to the left in the column. All of this information and instruction is sent to the user through their web browser to allow them to view the website and access the information.)

**As per claim 66,** Price Watch discloses a computer-implemented method for use on a system of networked computers (Pages 1-3; disclose that the method includes a content provider or retailer, the central computer system which is price watch and a client computer system which is the customer or user interacting with the price watch website), the method comprising:

from a first central computer system, transmitting to a consumer computer system a consumer code executable on the consumer computer system for (i) the consumer computer system recognizing predetermined key elements on an electronic document and (ii) the consumer computer system annotating the key elements by associating recognized key elements with a URL for a second computer system, the address being determinable from a key list comprising a set of key elements and corresponding identifiers (Page 12; discloses sending a user computer a list of key elements that can be search by the central computer system this information is displayed to the user through an electronic document such as a website in which the key element data is embedded code displayed to the user through hyperlinks. These hyperlinks refer to URLs in which the system will use to determine what key elements have been selected and present the user annotated information regarding their selection);

wherein one or more key lists are stored on and used by the consumer computer system to recognize key elements in the electronic document that were not previously recognized and/or annotated by the content provider providing the document to the consumer computer system (Page 15; discloses that the after selecting an item from the key element list on page 12 the user is presented with a page displaying the query in this case motherboards with cpu AMD Athlon 700. This list of information includes data that is additional to the original information or data that was not recognized in that that includes motherboards fitting the description along with the brand, product, description, price, shipping and handing, date, dealer, state and product number, this information

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also comprises formatting, and executable code inform of hyperlinks for the dealers and the brands which will display additional information in the side bar for the customer to see. Additionally the central computer system provides all available dealers and retails which the content providers themselves would not provide); and

in response to a request from the consumer computer system, a central computer system sending a key list to the consumer computer system (Pages 15-17; disclose that upon selecting the embedded code for the key element desired the user is brought to a query page where the system searches the database for all of the items related to that query thus creating or generating annotation instructions for the client or user computer where there are numerous annotations created for everything fitting the query description, the site shows all products fitting the description they price, cost to ship date and dealer, the dealer information is further annotated to include another embedded link to additional dealer information if the customer or user wishes to see this information which is shown to the left in the column. All of this information and instruction is sent to the user through their web browser to allow them to view the website and access the information).

**As per claim 67,** Price Watch discloses a computer code stored in memory on a central computer system and executable thereon (Pages 1 and 2; disclose that price watch runs the website pricewatch.com in which they store and execute the code for the search engine, data entry, spider and updating information), the code being invokable on the central computer system by a client computer system to generate annotation instructions for the client computer system to associate annotations with key elements



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on an electronic page received by the client computer system from a content provider computer system other than the client and central computer systems (Page 1; discloses that the information is acquired from retailers or dealers which are considered to be content providers and this information is gathered from the content providers web pages. Pages 12 and 15; disclose that the user receives a list of key elements that can be searched by the system and the user is able to invoke or select any one of these key elements in order to produce a search query which displays an electronic page or web page which displays content that was acquired from the content provider. Pages 15-25; disclose that the site can perform a query or search for the user based on the key elements or embedded code and that this information links to a retailers website two of these retailers are shown first Accubyte on page 18 which is listed on page 15 as the first dealer, when the user selects the dealer from the embedded code the dealers information pops up as a side bar offering the user additional information including the dealers website as an additional link this can also be seen for the 3<sup>rd</sup> dealer Advanced PCBoost whose website is shown on page 23, Page 1; discloses that the data is fed directly to the central computer system or price watch from the resellers or retailers which are the content service providers, from these pages it is shown that in an electronic document in this case a webpage information from the content service providers is presented to the user through the central computer system through the use of embedded code and key words or key element list which allow the user to effectively search the database for their desired items, thus the content is gathered from a source other than the consumer and central computers), the key elements being contained in a

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key element list, wherein the annotations are being made by the client computer system in addition to those native to the original document, as renderably received by the client computer system (Page 15; discloses that the after selecting an item from the key element list on page 12 the user is presented with a page displaying the query in this case motherboards with cpu AMD Athlon 700. This list of information includes data that is additional to the original information in that that includes motherboards fitting the description along with the brand, product, description, price , shipping and handing, date, dealer, state and product number, this information also comprises formatting, and executable code inform of hyperlinks for the dealers and the brands which will display additional information in the side bar for the customer to see), and wherein the computer code operates to recognize and annotate key elements in the document that were not previously recognized and/or annotated by the content provider providing the document to the client computer system, (Page 15; discloses that the after selecting an item from the key element list on page 12 the user is presented with a page displaying the query in this case motherboards with cpu AMD Athlon 700. This list of information includes data that is additional to the original information or data that was not recognized in that that includes motherboards fitting the description along with the brand, product, description, price, shipping and handing, date, dealer, state and product number, this information also comprises formatting, and executable code inform of hyperlinks for the dealers and the brands which will display additional information in the side bar for the customer to see. Additionally the central computer system provides all available dealers and retails which the content providers themselves would not provide).

***Claim Rejections - 35 USC § 103***

10. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

**11. Claims 4, 32, 56 and 58 are rejected under 35 U.S.C. 103(a) as being unpatentable over Price Watch, in view of Ryan Kelley: "You can't inspect that blouse or shirt" (July 21, 1997) hereafter Kelley.**

**As per claim 4,** Price Watch discloses the above-enclosed invention, Price Watch fails to explicitly disclose wherein, the code embedded into the content document is embedded by a party controlling a computer system associated with the Internet service provider for the client computer system ().

Kelley, which talks about an Internet provider AOL, teaches code embedded into the content document is embedded by a party controlling a computer system associated with the Internet service provider for the client computer system (Page 1, abstract; teaches that AOL runs their own home shopping channel with sellers such as Godiva, Eddie Bauer, and FAO Schwartz through the Internet service provider AOL the users or clients are able to browse the electronic storefronts, this includes about 400 specialized merchants on the web page and each is approved by AOL, from this it would have been obvious that an Internet service provider such as AOL who provides its clients with

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online shopping information would have used a system similar to price watch to allow their customers to comparison shop).

Therefore, from this teaching of Kelley, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the method of generating annotation instructions provided by Price Watch, with the control of the computer system by the Internet service provider as taught by Kelley for the purpose of the Internet service provider offering their customers a chance to comparison shop as shown in Price Watch. This would help the customer see which vendors are carrying the products they are interested and see additional information available all in one central location.

**As per claim 32**, Price Watch discloses the above-enclosed invention, Price Watch fails to explicitly disclose wherein the code is embedded in the electronic document by a computer system of an Internet service provider that serves as a conduit for the electronic page received by the first computer system.

Kelley, which talks about an Internet provider AOL, teaches code is embedded in the electronic document by a computer system of an Internet service provider that serves as a conduit for the electronic page received by the first computer system (Page 1, abstract; teaches that AOL runs their own home shopping channel with sellers such as Godiva, Eddie Bauer, and FAO Schwartz through the Internet service provider AOL the users or clients are able to browse the electronic storefronts, this includes about 400 specialized merchants on the web page and each is approved by AOL, from this it would have been obvious that an Internet service provider such as AOL who provides

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its clients with online shopping information would have used a system similar to price watch to allow their customers to comparison shop).

Therefore, from this teaching of Kelley, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the method of generating annotation instructions provided by Price Watch, with the control of the computer system by the Internet service provider as taught by Kelley for the purpose of the Internet service provider offering their customers a chance to comparison shop as shown in Price Watch. This would help the customer see which vendors are carrying the products they are interested and see additional information available all in one central location.

**As per claim 56**, Price Watch discloses the above-enclosed invention, Price Watch fails to explicitly disclose wherein the server is a content server.

Kelley, which talks about an Internet provider AOL, teaches wherein the server is a content server (Page 1, abstract; teaches that AOL runs their own home shopping channel with sellers such as Godiva, Eddie Bauer, and FAO Schwartz through the Internet service provider AOL the users or clients are able to browse the electronic storefronts, this includes about 400 specialized merchants on the web page and each is approved by AOL, from this it would have been obvious that an Internet service provider such as AOL who provides its clients with online shopping information would have used a system similar to price watch to allow their customers to comparison shop).

Therefore, from this teaching of Kelley, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the method of

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generating annotation instructions provided by Price Watch, with the control of the computer system by the Internet service provider or content server as taught by Kelley for the purpose of the Internet service provider offering their customers a chance to comparison shop as shown in Price Watch. This would help the customer see which vendors are carrying the products they are interested and see additional information available all in one central location.

**As per claim 58**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the server is controlled by the party controlling the Internet service provider that serves as a conduit for delivery of the web document to the client computer system.

Kelley, which talks about an Internet provider AOL, teaches server is controlled by the party controlling the Internet service provider that serves as a conduit for delivery of the web document to the client computer system (Page 1, abstract; teaches that AOL runs their own home shopping channel with sellers such as Godiva, Eddie Bauer, and FAO Schwartz through the Internet service provider AOL the users or clients are able to browse the electronic storefronts, this includes about 400 specialized merchants on the web page and each is approved by AOL, from this it would have been obvious that an Internet service provider such as AOL who provides its clients with online shopping information would have used a system similar to price watch to allow their customers to comparison shop).

Therefore, from this teaching of Kelley, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the method of

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generating annotation instructions provided by Price Watch, with the control of the computer system by the Internet service provider as taught by Kelley for the purpose of the Internet service provider offering their customers a chance to comparison shop as shown in Price Watch. This would help the customer see which vendors are carrying the products they are interested and see additional information available all in one central location.

**12. Claims 12, 14, 41 and 43 are rejected under 35 U.S.C. 103(a) as being unpatentable over Price Watch.**

**As per claim 12**, Price Watch discloses the above-enclosed invention, Price Watch fails to explicitly disclose wherein the key element data associated with the annotation corresponds to the URL for a static document available over the Internet.

However, Price Watch discloses on page 2 that the information does not change every day, therefore the Examiner asserts that it would have been obvious to one of ordinary skill in the art at the time of the invention that if the information regarding the product does not change the URL that the annotation corresponds to would be for a static document since it never changes.

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the method of generating annotation instructions provided by Price Watch with the document being static since if the information never changes the document can remain static and unchanged. It would have been obvious that the document need only change if the information does, otherwise the document itself remains unchanged and static.

**As per claim 41**, Price Watch discloses the above-enclosed invention, Price Watch fails to explicitly disclose wherein the key element data comprises the URL for a static document available over the Internet.

However, Price Watch discloses on page 2 that the information does not change every day, therefore the Examiner asserts that it would have been obvious to one of ordinary skill in the art at the time of the invention that if the information regarding the product does not change the URL that the annotation corresponds to would be for a static document since it never changes.

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the method of generating annotation instructions provided by Price Watch with the document being static since if the information never changes the document can remain static and unchanged. It would have been obvious that the document need only change if the information does, otherwise the document itself remains unchanged and static.

**As per claims 14 and 43**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the data object comprises images (Page 40; discloses that the data object comprises images).

Price Watch fails to explicitly disclose streaming media. However the Examiner asserts it would have been obvious to one having ordinary skill at the time of the invention that the images shown in Price Watch could be replaced with any form of media such as streaming media as technology changes and is updated it would have been obvious to include a more detailed image or file to help sell the product. With



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clients or users getting faster connections it would have been obvious to supply them with a more detailed visual description of the products.

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the method of generating annotation instructions provided by Price Watch with including data objects as streaming media since with users having access to high band widths it would have been obvious to supply them with a more detailed visual description of the product.

Further, while it would have been obvious to use any form of media the type of media is considered to be non-functional descriptive material since it does not change or alter the steps of the method in anyway. When presented with a claim comprising descriptive material, an Examiner must determine whether the claimed non-functional descriptive material should be given patentable weight. The Patent and Trademark Office (PTO) must consider all claim limitations when determining patentability of an invention over the prior art. In re Gulack, 703 F.2d at 1384-85, 217 USPQ at 403; see also Diamond v. Diehr, 450 U.S. 175, 191,209 USPQ 1, 10 (1981). However, the examiner need not give patentable weight to descriptive material absent a new and unobvious functional relationship between the descriptive material and the substrate. See In re Lowry, 32 F.3d 1336, 1338, 70 USPQ2d 1862, 1863-64 (Fed. Cir. 2004). Thus, when the prior art describes all the claimed structural and functional relationships between the descriptive material and the substrate, but the prior art describes a different descriptive material than the claim, then the descriptive material is non-functional and will not be given any patentable weight. Such a scenario presents no new and

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unobvious functional relationship between the descriptive material and the substrate.

The Examiner asserts that the type of media adds little, if anything, to the claimed steps of the method and thus does not serve as limitations on the claims to distinguish over the prior art. Any differences related merely to the meaning and information conveyed through data which does not explicitly alter or impact the steps is non-functional descriptive data. Except for the meaning to the human mind, the type of media or data displayed does not functionally relate to the substrate and thus does not change the steps of the method as claimed. The subjective interpretation of the data does not patentably distinguish the claimed invention.

**13. Claims 19 and 24 are rejected under 35 U.S.C. 103(a) as being unpatentable over Price Watch, in view of PR Newswire: "Check Point Software Technologies and Trend Micro Team to Combat Internet Gateway Security Threats" (October 5, 1998) hereafter Newswire.**

As per claim 19, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the annotation instructions direct the creation of additional information displayed to the user with links to information related to a key element recognized by a recognizer (Page 15; discloses that upon clicking on the embedded hyperlink for the dealer in this case Accubyte additional information is displayed in the side bar which includes the dealers website which can be access through a hyperlink all of this information is related to the key element recognized by the recognizer which is the search query of motherboards with cpu AMD Athlon 700).

Price Watch fails to explicitly disclose this information being displayed to the user through a pop-up window.

Newswire, which talks about software for security, teaches that it is old and well known for software to display information to users through a pop-up window (Page 1, abstract paragraph 2; teaches that the program will convey information to users through a pop-up window, it would have been obvious to use such a design technique in Price Watch instead of the information appearing in the side bar since it is an old and well know method of conveying information to users).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the method of generating annotation instructions provided by Price Watch with the use of pop-up windows as shown in Newswire, since it is an old and well know method of conveying information to users and is merely a design choice.

**As per claim 24**, Price Watch discloses the above-enclosed invention, Price Watch further discloses wherein the code includes means for key elements to be associated with a side bar of information displaying at least one link to information related to a key element on the electronic document (Page 15; discloses that upon clicking on the embedded hyperlink for the dealer in this case Accubyte additional information is displayed in the side bar which includes the dealers website which can be access through a hyperlink all of this information is related to the key element recognized by the recognizer which is the search query of motherboards with cpu AMD Athlon 700).

Price Watch fails to explicitly disclose this information being displayed to the user through a pop-up window.

Newswire, which talks about software for security, teaches that it is old and well known for software to display information to users through a pop-up window (Page 1, abstract paragraph 2; teaches that the program will convey information to users through a pop-up window, it would have been obvious to use such a design technique in Price Watch instead of the information appearing in the side bar since it is an old and well know method of conveying information to users).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the method of generating annotation instructions provided by Price Watch with the use of pop-up windows as shown in Newswire, since it is an old and well know method of conveying information to users and is merely a design choice.

### ***Response to Arguments***

14. Applicant's arguments filed February 8, 2010 have been fully considered but they are not persuasive.

15. In response to the applicant's argument that, "the pricewatch.com system does not annotate a preexisting content document to expand the scope of contextually relevant information that a user may access," the Examiner respectfully disagrees. As shown in the rejection above, Price Watch pulls information from various websites which contain electronic document information, this information is then annotated or changed with information from Price Watch which includes other content providers information,

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which is clearly not available from the original websites of the content providers themselves. Therefore it is clear that Price Watch does annotate preexisting content documents and it expands the scope of the information for the user. The rejections are therefore maintained.

16. In response to the applicant's argument that, "Price Watch does not disclose any annotation or embedding in an electronic content document," the Examiner respectfully disagrees. Price Watch does disclose embedding URL or Hyperlinks on an Electronic content document which is a web page. In the applicant's originally filed specification it is stated "In one possible embodiment, the Key Element is a word or phrase that may be used as the basis for a query of, for example, a database 11.4 or distributed system or files or documents 11.6. Fig. 12 represents an example of a web page with a Key Element 12.2 that is annotated and highlighted. The Key Element is the phrase "nine yards". The Key Element annotation includes a URL to a search engine. A selection of the annotation 12.2 forms a query 11.4. For example, a word or phrase comprising, derived from or otherwise associated with the Key Elements is sent to a search engine associated with the Key Element URL annotation." From this it is shown that the electronic document is a web page, and that the key element is a URL or hyperlink which acts as the annotation which then in turn creates a query which directs the user to additional information. The Examiner assert that Price Watch performs the exact same task a website is annotated with URL or hyperlinks with specific words that the user maybe interested such as Motherboards which will open another page with specific motherboards upon clicking a specific motherboard and CPU configuration a query is

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created for the user based on the information stored in a database which is gathered from various content providers thus providing the user with both an embedded and annotated page. Therefore the references read over the claims as currently written, and the rejections have been maintained.

17. In regards to claim 1 the applicant's argument that, "there is no teaching in Price Watch that content pages of the retailer are retrieved or modified," the Examiner respectfully disagrees. As discussed above the information is gathered from content providers or suppliers, this information is then modified from its original form, it contains structure from the original pages such as pricing, description and other features. Therefore the references read over the claims as currently written, and the rejections have been maintained.

18. In response to the applicant's argument that, Price Watch fails to teach "embedding code executable by a client computer to invoke the central computer system to recognize key elements based on key elements contained in a key-element list...", the Examiner respectfully disagrees. As discussed above Price Watch does disclose embedded hyper links, which are the same as discussed in the applicant's originally filed specification and these Key Elements are used to create a query thus when the client makes a selection the Price Watch system recognizes their selection and creates a query based on it. Therefore the references read over the claims as currently written, and the rejections have been maintained.

19. In response to the applicant's argument that, "Price Watch does not teach the claimed recognition process," specifically "The Office Action does not state how

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anything on the site becomes embedded with code that is executable by a client and therefore invokes a central computer system to undertake the claimed recognition process," the Examiner respectfully disagrees. As discussed in detail above Price Watch discloses a web page embedded with hyperlinks, which when selected by the client cause the Price Watch system to recognize the users selection and create a query. Price Watch is not both a content provider and the central server, rather Price Watch gathers information from content providers and annotates this formation to provide the user with more information at a single source. Therefore the references read over the claims as currently written, and the rejections have been maintained.

20. In response to the applicant's argument that, "Price Watch does not disclose claim 20's recited limitation of "sending annotation instructions from the first computer system to the second computer system for use in creating annotations on the web page presented on the second computer," the Examiner respectfully disagrees. As discussed above Price Watch sends an annotated page to the client which allows them to create a query, the Price Watch system then recognizes the users selections and forms a query based on these selections. The query again is then sent to the user. Therefore the references read over the claims as currently written, and the rejections have been maintained.

21. In response to the applicant's argument that, "pricewatch.com merely generates pages from its own site and does nothing to retrieve web page data corresponding to a page that is being viewed by a consumer," the Examiner respectfully disagrees. As stated above the Price Watch system retrieves web page data from various sources

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which are viewed by the consumer. Therefore the references read over the claims as currently written, and the rejections have been maintained.

22. In response to the applicant's argument that, "there is no teaching in Price Watch that a key list is sent, only web pages. Any web page sent by Price Watch have preexisting hyperlinks that are executable by the client without any need for the client computer system to analyze the page to recognize key elements based on any key list and/or to annotate the page if they are found," the Examiner respectfully disagrees. As shown the client system would have to have a browser which would analyze the HTML content which is sent from the Price Watch system, only through this browser would the client be able to view the page and the browser would determine the hyperlinks and allow the user to interact with the page. The client computer would then display the hyperlinks in a blue or grayed out fashion blue denoting a link not yet clicked and grayed out showing the user has been used the link recently thus there is an analyzation being performed on the client end. This process would occur as described above with the annotation and key element URL is displayed to the user. Therefore the references read over the claims as currently written, and the rejections have been maintained.

23. In response to the applicant's argument that, "Since pricewatch.com is the originator of the website containing the search results it does not satisfy the limitation of the second computer system not providing the electronic document received on the first computer system," The Examiner respectfully disagrees. As shown in the above rejection Price Watch is not the originator of the information, rather the content



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providers are, thus Price Watch is modifying the content providers information.

Therefore the references read over the claims as currently written, and the rejections have been maintained.

24. In response to the applicant's argument that, "Price Watch does not show "sending instruction to the first computer presenting to the user of the first computer system one or more hyperlinks related to a key element on the electronic document." Price Watch discloses sending query results. However, even if this comprise "receiving an electronic document," there is no disclosure of the additional step of "sending instructions," the Examiner respectfully disagrees. As discussed above the user is sent HTML instructions which enables them to view and interact with the website thus they are sent instructions. Therefore the references read over the claims as currently written, and the rejections have been maintained.

25. In response to the applicant's argument that, "Pricewatch.com merely sends predefined web pages wherein the user may make a selection or enter a query, but does not make any annotations," the Examiner respectfully disagrees. As discussed above the Price Watch system makes annotations in the same manner set forth in the applicant's originally filed specification. Specifically, "In one possible embodiment, the Key Element is a word or phrase that may be used as the basis for a query of, for example, a database 11.4 or distributed system or files or documents 11.6. Fig. 12 represents an example of a web page with a Key Element 12.2 that is annotated and highlighted. The Key Element is the phrase "nine yards". The Key Element annotation includes a URL to a search engine. A selection of the annotation 12.2 forms a query

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11.4. For example, a word or phrase comprising, derived from or otherwise associated with the Key Elements is sent to a search engine associated with the Key Element URL annotation." From this it is shown that the electronic document is a web page, and that the key element is a URL or hyperlink which acts as the annotation which then in turn creates a query which directs the user to additional information. The Examiner asserts that Price Watch performs the exact same task a website is annotated with URL or hyperlinks with specific words that the user maybe interested such as Motherboards which will open another page with specific motherboards upon clicking a specific motherboard and CPU configuration a query is created for the user based on the information stored in a database which is gathered from various content providers thus providing the user with both an embedded and annotated page. Therefore the references read over the claims as currently written, and the rejections have been maintained.

26. In response to the applicant's argument that, "Price Watch does not show "receiving from the second computer system data... following the selection of an annotation by a user of the second computer system," The Examiner respectfully disagrees. As discussed above, the applicant's specification discloses "In one possible embodiment, the Key Element is a word or phrase that may be used as the basis for a query of, for example, a database 11.4 or distributed system or files or documents 11.6. Fig. 12 represents an example of a web page with a Key Element 12.2 that is annotated and highlighted. The Key Element is the phrase "nine yards". The Key Element annotation includes a URL to a search engine. A selection of the annotation 12.2 forms

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a query 11.4. For example, a word or phrase comprising, derived from or otherwise associated with the Key Elements is sent to a search engine associated with the Key Element URL annotation." From this it is shown that the electronic document is a web page, and that the key element is a URL or hyperlink which acts as the annotation which then in turn creates a query which directs the user to additional information. The Examiner assert that Price Watch performs the exact same task a website is annotated with URL or hyperlinks with specific words that the user maybe interested such as Motherboards which will open another page with specific motherboards upon clicking a specific motherboard and CPU configuration a query is created for the user based on the information stored in a database which is gathered from various content providers thus providing the user with both an embedded and annotated page. Further claim 33 now recites that either the first or second computer retrieves data, and either the first or second computer sends data, the applicant has interchanged these computers however the rejection sets forth that Price sends the client an set of predefined elements, the user then makes a selection in association with an annotation which is a Key Element, the Price Watch system then generates a query or data based on this selection, the user is then sent the corresponding information. In this case neither the Price Watch nor the client are content providers and Price Watch is annotating the information gathered from these providers. Therefore the references read over the claims as currently written, and the rejections have been maintained.

27. In response to the applicant's arguments concerning claims 4, 56, 58, 12, 14, 41, 43, 19 and 23, that Price Watch does not disclose "embedding code executable by a

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client computer to invoke the central computer system to recognize key elements, modifying a stored electronic content document, and recognizing key elements," the Examiner respectfully disagrees. These points were argued in detail above, Specifically the applicant's specification discloses "In one possible embodiment, the Key Element is a word or phrase that may be used as the basis for a query of, for example, a database 11.4 or distributed system or files or documents 11.6. Fig. 12 represents an example of a web page with a Key Element 12.2 that is annotated and highlighted. The Key Element is the phrase "nine yards". The Key Element annotation includes a URL to a search engine. A selection of the annotation 12.2 forms a query 11.4. For example, a word or phrase comprising, derived from or otherwise associated with the Key Elements is sent to a search engine associated with the Key Element URL annotation." From this it is shown that the electronic document is a web page, and that the key element is a URL or hyperlink which acts as the annotation which then in turn creates a query which directs the user to additional information. The Examiner assert that Price Watch performs the exact same task a website is annotated with URL or hyperlinks with specific words that the user maybe interested such as Motherboards which will open another page with specific motherboards upon clicking a specific motherboard and CPU configuration a query is created for the user based on the information stored in a database which is gathered from various content providers thus providing the user with both an embedded and annotated page. Therefore the rejections have been maintained.

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28. In response to the applicant's argument that, Price Watch fails to disclose "sending of instructions for annotating and the second computer not being the source of the electronic content document," the Examiner respectfully disagrees. As discussed in detail above the user is sent HTML instructions which enables them to view and interact with the website thus they are sent instructions. Further the claims have been amended to remove the second computer and put central computer, as discussed above Price Watch is gathering material from content providers not providing content of its own. Therefore the references read over the claims as currently written, and the rejections have been maintained.

29. All rejections made towards the dependent claims are maintained due to the lack of a reply by the applicant in regards to distinctly and specifically pointing out the supposed errors in the Examiner's action in the prior Office Action (37 CFR 1.111). The Examiner asserts that the applicant only argues that the dependent claims should be allowable because the independent claims are unobvious and unpatentable over Price Watch, and where applicable in view of Kelley and Newswire.

***Conclusion***

30. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to PAUL R. FISHER whose telephone number is (571)270-5097. The examiner can normally be reached on Mon/Fri [8am/4:30pm].

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Janice Mooneyham can be reached on (571)272-6805. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/P. R. F./  
Examiner, Art Unit 3689

/Dennis Ruhl/  
Primary Examiner, Art Unit 3689